U of Digital Launches the AI Literacy Alliance to Advance AI Knowledge Across Marketing and Advertising

New industry initiative unites 14 AI-native companies with U of Digital's education platform to build a shared foundation of AI literacy — helping marketers keep pace as AI capabilities advance faster than industry understanding.

NEW YORK, March 11, 2026 — U of Digital, the leading education platform for marketing and advertising professionals, today announced the launch of the **AI Literacy Alliance** with 14 industry partners. The initiative brings together the companies building AI for marketing with U of Digital's education platform, curricula, and resources — creating a shared foundation of understanding that helps marketers keep pace as AI capabilities rapidly advance.

AI is changing how marketing works faster than most industry professionals can keep up. New tools are launching every day, but understanding hasn't kept pace. At the same time, it's inefficient and duplicative for every AI-native company to individually educate its customers on foundational AI concepts. The AI Literacy Alliance solves both problems at once.

> *"AI capability has sprinted way ahead of AI literacy. The tools are here, but understanding hasn't caught up. Marketers are hungry for knowledge, but every AI-native company is currently faced with solving that education gap on its own. The AI Literacy Alliance saves the industry from having to write the same AI playbook a thousand times over."*
>
> **— Myles Younger, Chief Growth Officer, U of Digital**

U of Digital is honored to launch the AI Literacy Alliance with the following partners:

AdSkate, Anthrologic, Dstillery, Evertune, Gigi, Hightouch, MiQ, Optable, Snowflake, Transparent Partners, TwelveLabs, Viant, Vurvey Labs, and Yahoo DSP.

Launch Partner Perspectives

> *"Data is the backbone of every AI breakthrough. Helping marketers build literacy around data and AI ensures innovation becomes part of every marketing decision."*
>
> **— Florian Delval, Product Marketing Principal, Marketing and Advertising, Snowflake**

"AI is woven through programmatic media planning, activation, and measurement. For marketers and agencies to get the most out of intelligent DSPs, they need a shared foundation of AI literacy — it's how our entire ecosystem will level up together."

— Alia Lamborghini, SVP, Global Revenue, Yahoo DSP

"AI search is changing how brands are discovered. Marketers who understand how these systems actually work will be better positioned to influence the conversation."

— Brian Stempeck, CEO and Co-founder, Evertune

"Agents are redefining what it means to be a marketer. As new products emerge and existing tools become more autonomous, AI literacy becomes the most important skill — knowing how to direct these tools and evaluate what they produce."

— Alec Haase, General Manager, AI Products, Hightouch

What the Alliance Includes

AI Literacy Alliance programming will grow and evolve to serve the industry. At launch, the Alliance focuses on three core pillars:

1. Scalable AI Education for Marketers — Alliance partners receive U of Digital AI training credits they can extend to customers, accelerating adoption by pairing innovation with structured learning.

2. Industry Research & Benchmarking — Partners can participate in U of Digital thought leadership initiatives, including the upcoming AI Literacy Benchmark Survey measuring AI knowledge and confidence across marketing and advertising.

3. Curriculum Collaboration & Ecosystem Visibility — Alliance members contribute expertise to U of Digital AI training curricula, helping shape how emerging AI capabilities are learned and adopted across the industry.

About the AI Literacy Alliance

The AI Literacy Alliance is an industry initiative led by U of Digital that brings together the companies building AI for marketing with a shared education platform. At a time when AI capabilities are advancing faster than industry understanding, the AI Literacy Alliance creates a common foundation of literacy — helping marketers explore and innovate with AI more confidently and effectively. Learn more at uof.digital/ai/alliance.

About U of Digital

U of Digital is the leading education platform for marketing and advertising professionals, serving more than 18,000 learners worldwide at companies like Diageo, Nielsen, Roku, State Farm, and Yahoo. Through live programs, on-demand courses, and industry partnerships, U of Digital helps the marketing and advertising community stay ahead of the technologies and trends shaping the future of the industry. Learn more at uof.digital.

Media Contact

Myles Younger

Chief Growth Officer, U of Digital

myles@uof.digital

# # #